

# 2013 Dayton Heart Ball Opportunities

## Saturday, March 23, 2013 ~ Sinclair Ponitz Center

### HEART SOCIETY CHAMPION - \$50,000

#### *(1 exclusive opportunity)*

- ♥ Year-round recognition in PR/media outreach, including: press releases, media advisories, etc.
- ♥ Welcome letter in Heart Ball program book
- ♥ One-on-one interviews with top executives, per media interest
- ♥ Create and execute relevant engagement activities with use broad of statement recognizing sponsorship year-round, such as: Company is a proud sponsor of the American Heart Association's Dayton Heart Society
- ♥ Help craft the Dayton Heart Society campaign as a member of the Dayton Heart Society ELT or planning/implementation committee
- ♥ Opportunity for CEO or other C-level representative to speak/welcome guests at pre-event functions, where appropriate
- ♥ Two premium tables of ten (10) at the Heart Ball
- ♥ Corporate sponsorship recognition on save-the-date, Heart Ball invitation, program, on-site signage, etc.
- ♥ Full-page sponsorship recognition in event program

### OPEN YOUR HEART SPONSOR - \$15,000

#### *(1 exclusive opportunity or 2 sponsors at \$7,500 each)*

- ♥ One (1) premier table of eight (8) at the Heart Ball
- ♥ Company logo will be featured on all Heart Ball publicity materials from the date of signing.
- ♥ Full page recognition piece in the 2013 Heart Ball Program.
- ♥ Featured in the night of event audio visual presentation.
- ♥ Company name and logo will be featured on night of event signage.
- ♥ Featured as an Open Your Heart Champion on all media releases for the Heart Ball.
- ♥ Recognized as an Open Your Heart Champion by the Master of Ceremonies.
- ♥ Company name and logo will remain on the screen during the Open Your Heart Moment at the Ball
- ♥ Partnership with the American Heart Association, the major national health organization most strongly supported by consumers in the U.S. (The Chronicle of Philanthropy).
- ♥ Recognition on local Heart Ball Website & Facebook Page
- ♥ Recognition on local Dayton AHA website

### HEART BALL SIGNATURE SPONSOR - \$30,000

#### *(1 exclusive opportunity)*

The Presenting Sponsor for the Dayton Heart Ball will have the opportunity to reach approximately 300 guests who are prominent members of the health, philanthropic and local business communities.

### RED HEART LOUNGE SPONSOR - \$20,000

#### *(1 exclusive opportunity or 4 sponsors at \$5,000 each)*

This sponsor will have the opportunity to keep up the momentum after the Heart Ball dinner and program. This hip sponsorship will help to create awareness among young professionals and help educate them on their risks of cardiovascular disease and stroke.

- ♥ One premier table of eight (8) at the Heart Ball
- ♥ Name and logo highlighted on all event printed materials  
\*\*\*as exclusive sponsor only
- ♥ Company name and logo prominently displayed on event materials and signage
- ♥ Full page recognition piece in the Heart Ball program \*\*\*as exclusive sponsor only
- ♥ Half page recognition piece in the Heart Ball program \*\*\*for each co-sponsor only
- ♥ Recognition as a "Heart and Stroke Champion," a national recognition program of the American Heart Association honoring top donors in our community including a listing in the American Heart Association Annual Report (circulation of 50,000) \*\*\*as exclusive sponsor only
- ♥ Recognition as a partner at Heart Ball donor cultivation events
- ♥ Recognition on local Heart Ball website and Facebook page
- ♥ Logo on signage at four (4) year round YP happy hours  
\*\*4 wine tastings, happy hours or education forums as exclusive sponsor or 1 wine tasting, happy hour or education forum per each co-sponsor



For more information please contact Sybil Martin, Heart Ball Director,  
at 937-853-3108 or [sybil.martin@heart.org](mailto:sybil.martin@heart.org).

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## \$7,500 LEVEL – select one

### Each sponsor will receive:

- ♥ Reserved table for ten (10) guests
  - ♥ Full page recognition piece
  - ♥ Company name listed on website
  - ♥ Logo on event signage
  - ♥ Opportunity to brand with Heart Ball asset
  - ♥ Invite for four (4) to Thank You Reception
  - ♥ Logo on invitation and save the date cards
- \*\*\*\*additional benefits may be available as associated with the sponsorship package selected

**HEART BALL KICK-OFF PARTNER – Exclusive opportunity** to host a kick-off party prior to the Heart Ball. Includes recognition on relevant materials and outreach.

**RED CARPET PHOTO SPONSOR – Exclusive opportunity** to provide guests with a glamorous, red carpet photo to commemorate the evening. Logo on photo covers and step and repeat banner.

**DAY WITH THE DOCTOR – Exclusive opportunity** with logo place on auction bid sheets, auction preview letter. Opportunity to provide company pens at auction tables.

## \$5,000 LEVEL – select one

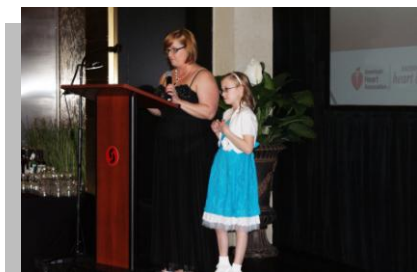
### Each sponsor will receive:

- ♥ Reserved table for eight (8) guests
  - ♥ Half page recognition piece
  - ♥ Recognition on event signage
  - ♥ Opportunity to brand with Heart Ball asset
  - ♥ Invite for two (2) to Thank You Reception
- \*\*\*\*additional benefits may be available as associated with the sponsorship package selected

**LIVE AUCTION PARTNER – Exclusive opportunity** with company logo on the screen during the live auction at the Heart Ball and auction preview letter. Opportunity to provide company pens at each guest table.

**PASSION VIDEO PARTNER – Exclusive opportunity** to the exclusive sponsor of this very important message at the Heart Ball. Before the survivor shares their story at the luncheon, a video will play to share, in pictures/video, their struggle and life with heart disease or stroke to build passion around their story. Video will begin with message: *This passion moment brought to you by your company name.*

**SILENT AUCTION PARTNER – Exclusive opportunity** with logo place on auction bid sheets, auction preview letter. Opportunity to provide company pens at auction tables.



**Custom Sponsorships Available:** If your company or organization has other ideas for a specialized sponsorship that has not been listed, we would like to hear it. The customized sponsorship package is a flexible opportunity to create a specialized package to fit your company's needs and desires.

Explore these opportunities by visiting with an American Heart Association staff member.

## TABLE OPTIONS

### Multiple Opportunities

#### CORPORATE TABLE - \$3,500

- ♥ One table of 8 to the 2013 Heart Ball
- ♥ ½ page recognition in Heart Ball program
- ♥ Company name on night of event signage

#### PREMIUM TABLE - \$2,500

- ♥ One table of 10 to the 2013 Heart Ball

#### SURVIVOR TABLE - \$2,500

- ♥ Sponsor a table of 8 for local survivors
- ♥ ¼ page recognition in program book

#### PATRON TABLE - \$2,000

- ♥ One table of 8 to the 2013 Heart Ball

## HEART BALL PROGRAM RECOGNITION

- ♥ Full page recognition in Heart Ball program booklet - \$1500
- ♥ ½ page recognition in Heart Ball program booklet - \$750
- ♥ ¼ page recognition in Heart Ball program booklet - \$450

## INDIVIDUAL TICKETS

- ♥ Patron ticket with recognition in Heart Ball program book - \$250 per person
- ♥ Individual ticket - \$150 per person

## INDIVIDUAL GIVING OPTIONS

### HEART SOCIETY LEADERSHIP CIRCLE- \$1,000

- ♥ The Heart Society is an influential group of men and women who have the influence and resources to significantly impact the community by providing a personal commitment to help find a cure for the number one killer of men and women.



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